

SCOTTSDALE PRIDE COMMITTEE

Wednesday, February 5, 2003

Scottsdale Stadium

7408 E. Osborn Road

Scottsdale, Arizona

2nd Floor Press Box

5:30 PM

Retreat Minutes

Welcome and Call to Order

Chair Bonfiglio called the meeting to order at 5:50 PM.

Present: Chandra Bonfiglio, Chair
Al Beasley
Debbie Fuller
Richard Gayle
Lisa Haskell
Greg Heine
Susan Jorge
Steven Lichtblau
Jim Pompe
Sonnie Stevens
Pamela Wheeler
Anne Wurth

Absent: Kristina LaJeunesse
Brian Webber, Jr.
Cathy Zebarth

Staff: Joanie Mead
Lisa Collins
Judy Register
Rick Forcus

Approval of January Minutes

Chair Bonfiglio moved to accept the minutes of the January 9, 2003 meeting. Mr. Beasley seconded the motion, which passed unanimously.

Introductions

Chair Bonfiglio called for meeting attendees to introduce themselves and provide a little information on their background.

History and Purpose of Committee

Ms. Mead outlined the birth of the Pride Committee in 1989 with the City's affiliation with Keep America Beautiful. She credited staff member Ed Villa with initiating the effort. Ms. Mead went on to explain that Keep America Beautiful is committed to litter control, neighborhood cleanups and anything that helps to improve communities and the quality of life in those communities. She stated that the Pride Committee is composed of fifteen members, appointed by the Mayor and Council, and pointed out that the signature project of the committee is the Treasures and Trash Event. She went on to list various other projects undertaken by the Pride Committee.

Introduction of Speakers

Judy Register, General Manager Citizen & Neighborhood Resources addressed the Committee. She explained that her department was created in 2001 as a mandate from City Council to create a department to be a central place for neighborhoods and citizens to come with issues impacting their neighborhoods. Ms. Register pointed out the difficulties inherent in the implementation of a new department, especially in light of the current economic situation. She added that her department was responsible for the Pride Committee, and advised the Committee that Ms. Mead would be reassigned to work on projects related to residential revitalization. She stated that Decima Severs would take Ms. Mead's position as staff liaison for the Pride Committee. Ms. Register commended the Pride Committee for their past successes, and expressed optimism about future projects.

Ms. Collins spoke to the Committee about the "Adopt a Road Project" and anticipated an April event. She noted that phase one would be called Clean and Scenic, to be followed by a spring cleanup in April, with a month-long event to celebrate city beautification and litter pick up. She added that the last weekend would be the "Adopt a Road" phase, and that she was asking for the Committee's participation to celebrate that program. She stated that Ms. Severs would provide more information.

Rick Forgus reviewed the Anti-Litter Campaign he created to coincide with the national Make a Difference Day. He explained that the Phoenix Suns had partnered in the project and showcased Shawn Marion as the spokesperson. Mr. Forgus played a thirty-second PSA featuring Mr. Marion promoting the campaign. He described elements of the campaign, which include backboards above trashcans in schools, cards with Mr. Marion's picture, and brochures highlighting the caption "Shoot For It and Keep the Valley Clean".

Mr. Beasley addressed the Committee and stated that he was representing Debra Stevens, Community Relations for the Suns. He noted that she was very impressed with the campaign. He pointed out that the Suns are sponsoring a reading program in the schools and that Shawn Marion is also the spokesperson for that project. He explained that the Suns were amenable to possible participation in promotions other than in the schools, so as to avoid a conflict with the reading program, and asked for direction from the Committee regarding participation by the Suns. He added that the Committee had permission to use the Sun's logo, and Shawn Marion's picture, but that there would be no monetary support from the Suns for the program.

Discussion ensued as to the benefits of the campaign in changing behavior patterns in school age children. It was noted that the Suns wanted the program used in many communities with a broad scope, with perhaps a pilot program in Scottsdale.

Chairman's Expectations

Chair Bonfiglio explained that her background was marketing, and expressed to the Committee her commitment to bring in more corporate sponsorship and support for the Pride's projects. She encouraged the members to contact her with anything she could do to make their jobs easier. Chair Bonfiglio went on to request that the members focus their energy on working together and put aside personality conflicts or any personal issues that might defuse the goals of the committee. She also stressed that utilization of a budget process was a priority for her.

Chair Bonfiglio requested feedback from the members as to what they expected of her in her role as chair. Mr. Beasley commented that Chair Bonfiglio's commitment to increasing corporate sponsorships would be a boon to annual planning for the Committee's events. Ms. Fuller requested assistance in developing techniques for approaching prospective sponsors with confidence. A discussion followed as to marketing and various methods that might be used by the Committee in the future. Ms. Stevens emphasized the importance of drafting a calendar for the year to allow for adequate planning and funding.

Mr. Pompe observed that Chair Bonfiglio was bringing fresh ideas to the Committee and would be an asset to the Pride Committee.

Sub-Committee Reports

- **Development**

Mr. Lichtblau stated that the subcommittee had met and discussed the 2003 goals and objectives.

- **Public Relations/Marketing**

Mr. Pompe noted that added financing from Scottsdale sponsors had not been accomplished. He added that the issue had been addressed and that Ms. Zearth has some long-term goals for development. He also stated that the sub-committee hopes to work with the Education sub-committee to expand commercial opportunities through advertising and educational outreach. Mr. Pompe proposed greater community support and participation in Treasures and Trash, and noted that these goals are easily attainable assuming the budget allows.

- **Education/Outreach**

Ms. Stevens distributed a summary of the 2002 completed project events and the two goals not accomplished. There was discussion about difficulties encountered in establishing relationships with the schools and possible strategies for reaching school age children. Mr. Lichtblau and Ms. Fuller suggested carnivals, craft booths, and coordination with existing City events as possibilities. Ms. Wurth mentioned contacting the Boys and Girls Clubs and the "Y" in addition to schools.

2003 Goals and Objectives

Speaking for the Development Subcommittee, Mr. Lichtblau recommended establishing permanent contacts at schools in anticipation of events. He suggested being more proactive with regard to community service hours, particularly in the high schools. In reference to the second goal, Mr. Lichtblau noted frustration in the past relative to the Points of Pride. He noted that the sites had been identified, but that presentation was lacking. He stated that this year the focus would be to develop a program to present the Points of Pride effectively. Lastly, he stated that the Development Subcommittee would try to foster a relationship with the Phoenix Pride Committee, or its equivalent. He added that writing

grants as an additional source of funds had been neglected, and offered to take responsibility for that effort.

Mr. Beasley questioned the official status of the Committee and noted that a 501(c)3 status is often a requirement for receipt of some grants. He suggested the possibility of forming a partnership with a non-profit as a means of benefiting from their 501(c)3 status. Discussion ensued and it was decided that clarification of the Committee's status should be left to the City attorney. Ms. Collins agreed to arrange for one of the City attorneys to appear as a guest speaker at the March 6 meeting to address those issues.

Mr. Pompe stated that the Public Relations/Marketing Subcommittee resolved to do a broader mailing to small businesses for certificates. He also stated a need to seek more corporate sponsorships. He proposed the idea of having a party after the Treasures and Trash Event as opposed to throwing the gold rocks for prizes. Discussion ensued. A party at a central location with free hot dogs, soda, and chips, drawings and prizes was suggested.

Ms. Stevens noted that the first goal of her education/outreach subcommittee was the Parada and that the goal had been accomplished. She reviewed the proposed Pride Youth Program, which would enlist young people groups for neighborhood projects within the City. A Pride Committee member would mentor and supervise the group. Ms. Stevens mentioned the possible liability issues related to transportation. Ms. Fuller commented that transportation could be provided through the After School Program, where the cost is already borne by the City. She also mentioned that the City Recreation Programs have indicated an interest in encouraging children to start volunteering in the community and viewed this as a way to work together with benefits to both the Pride Committee and the Recreation Program.

Ms. Haskell described the project she has been working on involving gardening therapy for elderly patients in nursing homes. She commented that she has several gardening experts who will volunteer their time and knowledge. She went on to explain that the project would involve construction of raised garden boxes or window boxes for easier access for the elderly. There was a discussion as to the use of tools from the City. Ms. Haskell stated that she hoped to have the project underway by April.

Ms. Stevens mentioned the second and last goal for her subcommittee as a mobile booth with wheels, banners etc. for use at various events.

Ms. Wheeler requested a calendar of events for planning and funding purposes. Mr. Lichtblau observed that time was wasted in waiting to vote on action items and suggested that a vote for the proposed projects be placed on the agenda for the next meeting instead of waiting another month. **Ms. Stevens moved to approve the 2003 goals for each subcommittee and stated that they should be placed on the agenda for the next meeting. Second by Mr. Beasley. The motion passed unanimously.**

The Committee commended Ms. Mead for her tireless efforts on behalf of the Pride Committee, and assured her that she would be missed.

Ms. Mead reminded the Committee that she was looking for a Council date for presentation of the Scottsdale Pride Citizen Honoree Award to Les Conklin. She encouraged attendance by as many Committee members as possible. She recalled that the Committee had discussed inviting the Tempe Tool Box people to the March meeting. In connection with that, she noted that a request for funding had been made to several businesses for the Tools on Wheels Program in Scottsdale. Ms. Mead proposed that perhaps the Committee might wish to invite a representative from the Phoenix equivalent of the Pride Committee to its March or April meeting. Ms. Mead distributed a list of projects from the retreat, a list of officers, and subcommittee rosters.

It was noted that the City attorney would be invited to speak at the March meeting and it was suggested that questions should be e-mailed to Chair Bonfiglio, who would forward them to Ms. Collins.

Ms. Mead announced that national "Make a Difference Day" would be Saturday, October 25, and noted that the date would be perfect for the Treasures and Trash Event as well. She stated that Board and Commission orientations would take place on February 21, May 23, September 9, and November 7, for those who have not attended.

Being duly moved and seconded, the Scottsdale Pride Committee retreat was adjourned at 8:20 p.m.

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